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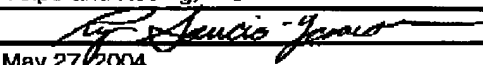
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PTO/SB/21 (04-04)

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<b>TRANSMITTAL FORM</b> (to be used for all correspondence after initial filing)	Application Number	09/989,636
	Filing Date	November 20, 2001 <b>RECEIVED</b>
	First Named Inventor	Michael J. Fell <b>CENTRAL FAX CENTER</b>
	Art Unit	3632
	Examiner Name	Alfred J. Wujciak, III <b>MAY 27 2004</b>
Total Number of Pages In This Submission	Attorney Docket Number	MMD-PT004.1

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s)	<input type="checkbox"/> After Allowance communication to Technology Center (TC) <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Statute Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT		
Firm or Individual name	Ruy M. Garcia-Zamor	Reg. No. 44,117
Signature		
Date	May 27, 2004	

CERTIFICATE OF TRANSMISSION/MAILING		
I hereby certify that this correspondence is being sent via Facsimile (703-872-9306) addressed to: Examiner Alfred J. Wujciak, III, Group Art Unit 3632, on this date:		
Typed or printed name	Ruy M. Garcia-Zamor	
Signature		Date May 27, 2004

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**PATENT**  
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In the **PATENT APPLICATION** of:

Michael J. Fell

**Application No.:** 09/989,636

**Confirmation No.:** 1159

**Filed:** November 20, 2001

**For:** METHOD AND DEVICE FOR  
MERCHANDISING A PRODUCT

**Group:** 3632

**Examiner:** Alfred J. Wujciak, III

**Our File:** MMD-PT004.1

**Date:** May 27, 2004

**AMENDMENT AFTER FINAL**

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Sir:

The following Amendment cancels claims rejected over prior art and corrects minor informalities to places allowable claims into condition for allowance. Entry of this Amendment places this application in condition for allowance and will not require any further searching or consideration of arguments by the Examiner. The following Amendment and Remarks are respectfully submitted in response to the final Office Action, dated February 27, 2004, for the above-identified application. Entry of the following Amendment and Remarks are respectfully requested.